Subhayan Mukerjee

CONTACT

Department of Communications & New Media
College of Humanities & Sciences
Faculty of Arts and Social Sciences
Block AS6, #03-19, 11 Computing Drive
Singapore 117416

📞 +65-6601-6594
✉ mukerjee@nus.edu.sg
🌐 https://www.subhayan.com
🐦 @wrahool
⌂ wrahool

ACADEMIC EMPLOYMENT

National University of Singapore, Singapore   Oct 2020 − present
    Assistant Professor, Computational Communication
        Department of Communications and New Media
    Principal Investigator
        Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − Aug 2020
    Research Fellow
        Annenberg School for Communication

University of Oxford, Oxford, UK   May 2019 − Jun 2019
    Research Assistant
        Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA   Jun 2016 − Aug 2016
    Research Assistant
        Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − May 2020
    Ph.D. Communication
    M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India   Aug 2009 − May 2014
    M.Sc. Mathematics
    B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

6. **Mukerjee, S.** (2022) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press/Politics*, 1–22

5. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (2022) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News. *Social Networks*, 68, 386–393

4. **Mukerjee, S.** (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Scientific Reports*, 11, 15218

3. **Mukerjee, S.**, & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222–240

2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26–50.

1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–-361.

BOOK CHAPTER	1. **Mukerjee. S.** & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*
POPULAR PRESS	4. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*
	3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post.*
	2. **Mukerjee, S**. & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog.*
	1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26
SOFTWARE	1. **Mukerjee, S.** {coexposuRe}: An R package for modeling audience networks. `https://www.github.com/wrahool/coexposuRe`
OTHER PUBLICATIONS	2. Majó-Vázquez, S., **Mukerjee, S.**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*
	1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.
WORKING PAPERS	8. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Political Landscape of the U.S. Twitter-verse. (minor revision) *Political Communication*
	7. Zhang, W., **Mukerjee, S.**, Qin, H. Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination *(under review)*
	6. **Mukerjee, S.** Digital News Consumption in India *(under review)*
	5. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *(revise & resubmit)*
	4. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. Censorship on social media: Twitter shadowbans are rare, sometimes political, and unevenly applied. *(under review)*
	3. Vachery, J., Neyazi, T. A., & **Mukerjee, S.** Twitter: Is ideological polarization needed to be prominent? *(in preparation)*
	2. **Mukerjee, S.**, Yang, T., & Peng, Y. Metrics at Work? How Social Metrics Determine Media Agenda on Facebook *(in preparation)*
	1. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in progress)*
CONFERENCE TALKS (LAST 3 YEARS)	18. **Mukerjee, S.**, Yang, T., Peng, Y. Metrics at work? How social media metrics shape news production on Facebook *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France
	17. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France

16. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France

15. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

14. **Mukerjee, S.** Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks" . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

13. **Mukerjee, S.** A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*

12. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.

11. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.

10. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

9. **Mukerjee, S.** (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

8. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

7. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

6. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)

5. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science, University of Amsterdam, Amsterdam*, the Netherlands

4. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India.*The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

3. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

2. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India.*The 12th Annual Political Networks Conference*, Duke University, NC

1. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

INDUSTRY EMPLOYMENT	**Abzooba Inc.** Kolkata, India	Jun 2014 − Jul 2015
	Data Scientist	
	Bravo Lucy As. Hyderabad, India	Jun 2013 − Jun 2014
	Software Engineering Intern	
	Ericsson Global Kolkata, India	Jun 2012 − Jul 2012
	Software Engineering Intern	

TEACHING EXPERIENCE

National University of Singapore

Visualising Data (Masters Seminar)

Coding for Communicators (Masters Seminar)

Quantitative Research Methods (Undergraduate Lecture and Tutorial)

Quantitative Research Methods (Ph.D. Seminar)

Theories of Communications and New Media (Undergraduate Tutorial)

University of Pennsylvania

Understanding Social Networks (Undergraduate Lab Assistant)

Media Industries and Society (Undergraduate Teaching Fellow)

GRANTS AND FELLOWSHIPS

Collaborative Data Trust (co-PI) (SGD 111,500) — 2021−2023
Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, NUS

AI, Disinformation, and the Public Good (co-PI) (SGD 450,000) — 2021−2022
Defence, Science and Technology Agency (DSTA), Singapore.

Start-up Research Grant (PI) (SGD 75,000) — 2021−2024
Faculty of Arts & Social Sciences, NUS

Seed Research Funding (USD 1,300) — 2019−2020
Summer Institute of Computational Social Science (SICSS), Chicago

Student Research Grant — 2019
Graduate and Professional Student Assembly, University of Pennsylvania

Dissertation Research Fellowship (USD 31,000) — 2019−2020
Annenberg School for Communication, University of Pennsylvania

Dissertation Grant (USD 1,700) — 2019−2020
Annenberg School for Communication, University of Pennsylvania

Dean's Summer Fellowship (4× USD 4,000) — 2015−2019
Annenberg School for Communication, University of Pennsylvania

Travel Scholarship — 2018−2019
National Science Foundation

Travel Scholarship — 2018
Northwestern University

Doctoral Fellowship — 2015−2020
University of Pennsylvania

INVITED LECTURES (LAST 3 YEARS)	11. **CET Learning Festival** National University of Singapore	July 2022
	10. **Communications, New Media & Society Guest Lecture** National University of Singapore	Feb 2022
	9. **CNM Seminar Series** National University of Singapore	Aug 2021
	8. **SICSS Invited Lecture** Summer Institute in Computational Social Science, Beijing	Jun 2021
	7. **Theories of Communication and New Media Guest Lecture** National University of Singapore	Mar 2021
	6. **Digital Media, Networks, & Political Communication Lab** University of Pennsylvania, Philadelphia PA	Feb 2021
	5. **Human Cooperation Lab** Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	4. **Computational Communication Research Seminar** University of Wisconsin-Madison, Madison WI	Mar 2020
	3. **Digital Propaganda and Public Opinion Lecture** National University of Singapore, Singapore	Mar 2020
	2. **Microsoft Research Seminar** Microsoft Research, New York City NY	Jan 2020
	1. **The Center for Social Media and Politics** New York University, New York City NY	Jan 2020

SERVICE TO DISCIPLINE

Organizer

Summer Institute in Computational Social Science (SICSS) - Singapore   2022

Senior Committee Member

The Intl AAAI Conference on Web and Social Media (ICWSM)   2021-22

Program Committee Member

The IEEE Intl Conference on Data Science and Adv Analytics (IEEE DSAA) 2022-23

Ad-hoc Journal Reviewer

Digital Journalism, EPJ Data Science, International Journal of Press/Politics, PLOS One, Public Opinion Quarterly

Ad-hoc Conference Reviewer

The Annual International Communication Association (ICA) Conference
The International AAAI Conference on Web and Social Media (ICWSM)

SERVICE TO DEPARTMEMT

Committee Member, *Graduate Admissions Committee, NUS*	2021-22
Committee Member, *Research Talks Committee, NUS*	2021-22
Committee Member, *Research Committee, NUS*	2020-22
Coordinator, *DiMeNet research group, Penn*	2016-18
Committee Member, *Annenberg Graduate Student Symposium Committee, Penn*	2017-18
Organizing Member, *Penn-Rutgers-Princeton Social Epistemology Workshop*	2017

SKILLSET

Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling, causal inference

Programming/Scripting: R, Python, SQL, Java, C++, C, LaTeX, Markdown, Git, JavaScript (basic).

ADDITIONAL
TRAINING

Summer Institute in Computational Social Science   Jun 2019
Northwestern University

Mediterranean School of Complex Networks   Sep 2017
Universitat Rovira i Virgili, Italy

Annenberg Summer Institute in Methods & Statistics   Jun 2017
University of Southern California

    Scale Construction
    Critical Studies of Networked Infrastructure

MEMBERSHIP

International Communication Association

REFERENCES

Available upon request.